

CHANNEL 4 RADIO NETWORK

Channel 4 Radio Network was launched in June 1997 and remains the first ever commercial radio network in the United Arab Emirates. Innovation and effectiveness has always been the key to our business and with the change in the media landscape of the region, we're giving listeners a great new way of interacting with the station while implementing our strategy to develop new revenue modules. Having being accorded the highest listenership ratings in the region, our stations include prominent brands such as 104.8 Channel 4FM, 89.1 Radio 4FM and 107.8 Al Rabia FM. Channel 4 Radio Network is a wholly owned subsidiary of Ajman Independent Studios LLC.

OUR BRAND

Our brands are at the heart of what we do and create valuable connections between you, our customers and our consumers. Our intention is to create radio's future in the region and within our broad portfolio of programming and content you will see new and exciting services sitting alongside our trusted and proven heritage stations. With a combined audience of around 4 million+, we can offer you unrivalled access to commercial radio's listeners. We also deliver opportunities across the industry for consulting & developing radio in new & existing markets through our team of specialized programming & marketing consultants

104.8 CHANNEL 4 FM

Channel 4 FM is the group's flagship station. The new programming policy of 'All the Hits' has allowed the station to broaden its music play list in line with what listeners in the UAE want. Channel 4FM is hugely personal, giving listeners the best in English CHR Hits from the UK & US. It's vibrant, engaging, quality output, featuring the most outrageous presenters who add their infectious touch to the brand. Our listeners mirror the station's personality which is young, articulate, opinionated, independent individuals with high levels of disposable income and social influence. Channel 4FM is available nationwide in the UAE on 104.8 fm and online at www.channel4fm.com

